

# Alcohol Retailer Mapping in Proximity to Youth Project

Final Report  
August 31, 2008

Prepared by  
Pima Prevention Partnership  
Technical Services Department



Please address questions or comments about this report to:

Pat Beauchamp, LCSW, MSW, M.Ed. or Ana Lucero-Liu, PhD  
The Partnership  
Technical Services Department  
2525 East Broadway Blvd. Suite 100  
Tucson, Arizona 85716

Telephone: (520) 624-5800  
Facsimile: (520) 624-5811  
E-mail: [pbeauchamp@thepartnership.us](mailto:pbeauchamp@thepartnership.us)  
[alucero-liu@thepartnership.us](mailto:alucero-liu@thepartnership.us)

## Table of Contents

<b>PROJECT BACKGROUND.....</b>	<b>4</b>
<b>FINDINGS.....</b>	<b>5</b>
Participant Observations: .....	11
<b>CONCLUSIONS .....</b>	<b>13</b>
General Summary: .....	13
Recommendations:.....	13
<b>REFERENCES.....</b>	<b>15</b>

*Adolescent civic engagement has the dual purpose of providing needed services to the community and society, and promoting psychological, social, and intellectual growth for the young citizen.*

- Zaff, Malanchuk, & Eccles, 2008

## **PROJECT BACKGROUND**

---

The Alcohol Retailer Mapping in Proximity to Youth Activities project (ARMPY) was initiated by the Governor's Youth Commission as a response to a concern voiced by youth about the proximity of alcohol retailers to schools. This grew into a larger discussion regarding the overall proximity of alcohol retailers to youth activities in general. The density of alcohol retail sites and their proximity to youth attractions present the community with two issues. There is evidence that both density and proximity have an impact on the consumption of alcohol by youth, and impact the overall safety of youth in the communities.

The national and state statistics corroborate the Youth Commission's concern over youth alcohol consumption. At the national level, The Substance Abuse and Mental Health Services Administration (SAMHSA) released a recent report revealing that 53.9% of persons aged 12 to 20 (20.6 million persons) had used alcohol in their lifetime, almost half (46.1%) had used it in the past year, and more than a quarter (28.3%) had used it in the past month. Furthermore, one in five persons in this age group (19.0%) engaged in binge alcohol use, meaning they had consumed five or more drinks of alcohol on at least one occasion in the past month (Pemberton, Colliver, Robbins, & Gfroerer, 2006). In Arizona, results from the Arizona Youth Survey reveal a similar pattern. For example, 61.7% of youth participants (8<sup>th</sup>, 10<sup>th</sup> & 12<sup>th</sup> graders) had used alcohol in their lifetime and 34.4% of youth participants had used alcohol in the last month. Additionally, 33% of Arizona youth participants reported drinking one or two alcoholic beverages nearly every day (Arizona Youth Survey, 2006).

Underage drinking is also a costly problem; it is estimated to cost the United States \$60.3 billion in health and social costs. These costs include those due to traffic accidents, risky sexual practices, assault, suicide, drowning, and other recreational injuries (Wageneer, Tommer, & Erickson, 2005). Furthermore, a study on Mexican American neighborhoods in California found that the rate of violent crimes committed by youth increased by twofold per every 1,000 residents when there was a presence of at least one alcohol retailer (Alaniz, Cartmill & Parker, 1998), substantiating that alcohol retailers have a direct effect on youth outcomes. In another study, Gruenewald and colleagues (Gruenewald, Freisthler, Remer, LaScala, & Treno, 2006) found that assault rates were significantly correlated to the density of both on and off-premise alcohol retail establishments

Against that background the Arizona Governor's Office for Children, Youth and Families, Division for Community and Youth Development requested proposals for youth initiatives that would map alcohol retailers and youth attractions in communities across Arizona. Five grants totaling \$40,000 were awarded to sites across Arizona. Agencies awarded these grants mapped 12 Arizona communities, including: Douglas, Downtown Tucson, Guadalupe, Heber-Overgaard,

Marana, Pinetop-Lakeside, Piñon, Prescott, Snowflake-Taylor, South Tucson, Vail, and Winslow. Youth played a vital role in this project through all of its phases, from its inception through the final stages of the project and beyond.

## **FINDINGS**

---

Overall, the youth mapped 366 alcohol retailers, and located 484 youth attractions within one-half mile of these retailers. The following table presents the ratio of alcohol retailers to youth attractions in the communities mapped.

<b>Site</b>	<b>Ratio of Alcohol Retailers to Youth Attractions</b>
<b>Douglas</b>	<b>3.3:1</b>
<b>Downtown Tucson</b>	<b>1.8:1</b>
<b>Guadalupe</b>	<b>1:1</b>
<b>Heber-Overgaard</b>	<b>1:1</b>
<b>Marana</b>	<b>5.2:1</b>
<b>Pinetop-Lakeside</b>	<b>0.8:1</b>
<b>Pinon</b>	<b>0.27:1</b>
<b>Prescott</b>	<b>0.67:1</b>
<b>Snowflake-Taylor</b>	<b>0.24:1</b>
<b>South Tucson</b>	<b>0.42:1</b>
<b>Vail</b>	<b>1:3.1</b>
<b>Winslow</b>	<b>0.39:1</b>

In the following pages, the results associated with each of the mapped communities are presented. Geographical Information Systems maps for each of the communities mapped are located in Appendix A at the end of this report.

# Guadalupe-Tempe

**Participating Agency** →

- **Youth and Young Adults Program, YAPP**

**Key People** →

- **9 Youth Participants**
- **1 Adult Coordinator**

**Area Mapped** →

- **Guadalupe and surrounding areas within a 2 mile radius**

**Next Steps Include** →

- **Presentation of findings to the Town of Guadalupe Town Council**

## ***Findings***

*73 Alcohol Retailers  
33 On-site  
40 Off-site*

*72 Youth Attractions*

*1 Alcohol Retailer  
for every  
1 Youth Attraction*

*The youth who participated learned more than just alcohol mapping, they learned the importance of team work, participation and team leadership. In addition, the youth were made aware not only of the issue of alcohol abuse, but of how communities can prevent this problem.*

*-Guadalupe Adult Coordinator*

# Navajo County

**Participating Agency** →

- **Navajo County Coalition Against Drug Abuse**

**Key People** →

- **21 Youth Participants**
- **5 Adult Coordinators (across all sites)**

**Areas Mapped** →

- **Heber-Overgaard**
- **Pinetop-Lakeside**
- **Piñon**
- **Snowflake-Taylor**
- **Winslow**

**Next Steps Include** →

- **Presentations to school boards**

## Findings

*Heber-Overgaard: 11 Alcohol Retailers*

*7 On-site*

*4 Off-site*

*12 Youth Attractions*

*1 Alcohol Retailer for Every Youth Attraction*

*Pinetop-Lakeside: 39 Alcohol Retailers*

*27 On-site*

*12 Off-site*

*48 Youth Attractions*

*0.80 Alcohol Retailer for Every Youth Attraction*

*Pinon: 15 Alcohol Retailers*

*15 Off-site*

*55 Youth Attractions*

*0.27 Alcohol Retailers for Every Youth Attraction*

*Snowflake-Taylor: 13 Alcohol Retailers*

*6 On-site*

*7 Off-site*

*54 Youth Attractions*

*0.24 Alcohol Retailers for Every Youth Attraction*

*Winslow: 25 Alcohol Retailers*

*14 On-site*

*11 Off-site*

*64 Youth Attractions*

*0.39 Alcohol Retailers for Every Youth Attraction*

*I believe this information is very important and should be distributed to those affected persons. This may include youth, their parents, and an other guardians. By doing this I believe we will better our community...*

*-Snowflake-Taylor Youth Participant*

# Prescott

## Participating Agencies

- Prescott Youth Advisory Council
- Youth Volunteer Corps

## Key People

- 8 Youth Participants
- 4 Adult Coordinators

## Area Mapped

- A 5 mile radius around “Whisky Row” in downtown Prescott

## Next Steps Include

- Youth presented results to the city government
- Presentation at “Teen Maze”, a local event geared towards teens
- Data distribution to local groups including MADD, SADD, the Underage Drinking Task Force, and Alateen

## Findings

49 Alcohol Retailers  
37 On-site  
12 Off-site

75 Youth Attractions

0.67 Alcohol Retailers  
for every  
Youth Attraction

*The project was an awareness for Prescott. Although we were familiar with the number of agencies selling liquor we had no idea that there were as many as there are.*

*-Prescott Adult Coordinator*



## South Tucson

**Participating Agency** →

- **South Tucson Prevention Collaborative**

**Key People** →

- **7 Youth Participants**
- **1 Adult Coordinator**

**Area Mapped** →

- **City of South Tucson**

**Next Steps Include** →

- **Youth presented their results at a local community event “Valenzuela Youth Center’s Fiesta de la Comunidad” and at the South Tucson Prevention Coalition’s town hall**
- **Hope to present to the Mayor and City Council**

### ***Findings***

*22 Alcohol Retailers  
15 On-site  
7 Off-site*

*52 Youth Attractions*

*0.42 Alcohol Retailers  
for every  
Youth Attraction*

*...The community is not setting a good example by telling youth to be alcohol-free and then have so many businesses where alcohol is available to them, such as off-sale sites. Projects like this one are very important for the community because we should all know what youth are being exposed to.*

*-South Tucson Youth Participant*

# Tucson

**Participating Agencies** →

- **Our Family Services**

**Key People** →

- **14 Youth Participants**
- **4 Adult Coordinators (across all sites)**

**Areas Mapped** →

- **Douglas**
- **Downtown Tucson**
- **Marana**
- **Vail**

**Next Steps Include** →

- **Mapping downtown Tucson for “Safety” the youth plan to overlay the maps created to note “hotspots” or problem areas in their community**

## Findings

*Douglas: 20 Alcohol Retailers*

*12 On-site*

*8 Off-site*

*6 Youth Attractions*

*3.0 Alcohol Retailers for Every Youth Attraction*

*Downtown Tucson: 59*

*Alcohol Retailers*

*54 On-site*

*5 Off-site*

*33 Youth Attractions*

*1.8 Alcohol Retailers for Every Youth Attraction*

*Marana: 31 Alcohol Retailers*

*17 On-site*

*14 Off-site*

*6 Youth Attractions*

*5.2 Alcohol Retailers for Every Youth Attraction*

*Vail: 9 Alcohol Retailers*

*6 On-site*

*3 Off-site*

*7 Youth Attractions*

*1.3 Alcohol Retailers for Every Youth Attraction*

*Youth are give[n] a double message by society, you are not old enough to drink but all the things you like to do is sponsored by alcohol, and promoted as if you want to have fun you must drink or if you want a relationship you must drink...*

*-Tucson Adult Coordinator*

### **Participant Observations:**

During the process of collecting the information, youth and adults both made a number of observations, both on the process and the results of the mapping effort. Generally speaking, everyone felt that the effort was worthwhile, and that they came away from the effort with a greater appreciation of the extent of the problem.

Several other themes were observed as well. The adult coordinators reflected three themes.

- Theme 1: Number of Retailers in Proximity to Youth Attractions

*The project was an awareness for Prescott. Although we were familiar with the number of agencies selling liquor we had no idea there were as many as there are.*

*Twenty percent of businesses sell alcohol.*

- Theme 2: Youth Development

*The youth who participated learned more than just alcohol mapping, they learned the importance of teamwork, participation and team leadership. In addition, the youth were made aware not only of the issue of alcohol abuse, but how communities can prevent this problem.*

*The dissemination of this knowledge via youth leaders is empowering for both youth and their communities.*

- Theme 3: Understanding Youths' Reality

*I learned that many of the student's relatives obtain alcohol for distribution on the reservation. I also learned that the majority of students know where to get it. I worked with four great students who were willing to help in this effort. They were knowledgeable about the "party scene" and I think they learned a little bit as well.*

*Many of the youth were not aware of the amount of on- and off-sale retailers, and the project's tracking method allowed them to see how many there actually are. Seeing this, the youth began to ask many questions, particularly about the availability of alcohol and why individuals are able to intoxicate themselves in rural areas where the availability of on- and off-sale retailers is low.*

The youth's observations fell into four themes.

- Theme 1: Number of Retailers

*Before I started the project, I thought that I would just go evaluate a couple of businesses by driving around looking for places children could be present. I thought it would be easy*

*and quick. Little did I know because I quickly came to find out how many businesses did sell alcohol. It was a lot more than I thought.*

*Surprised at how many places to buy alcohol only .5 miles or less every recreational place in town.*

*It's weird to know that alcohol is so common.*

- Theme 2: Negative Consequences

*There were also a lot more places where kids could be present than I thought. It's scary to think that a drunk driver could hit a child no more than a block away from where they got drunk. As I evaluated each business it really showed me and gave me a reality check of how dangerous our town is...*

*I had no idea there were so many. I came to realize that many children are in danger.*

- Theme 3: Mixed Messages

*...the community is not setting a good example by telling youth to be alcohol-free and then have so many businesses where alcohol is available to them, such as off-site sales.*

*...a concert event geared towards youth between ages 13-19 but people of all ages are there. This event's main sponsors were Budweiser and Vodka.*

*Youth are given a double message by society, you are not old enough to drink but all the things you like to do are sponsored by alcohol, and promoted as if you want to have fun you must drink or if you want a relationship you must drink.*

- Theme 4: Personal Reflections

*This experience was really hard for me at first. There were a lot of decisions to make. It was hard because it made me feel bad for some of the things I have done. This project made me think more about what it means to go along with others to be cool...*

*It made me realize some of the things to be done; made me think what it means to go along with others to be "cool"...*

Participants made two other important observations. First, it is not uncommon in rural Arizona, including the reservations, that businesses have no address. As one coordinator observed "...the High School is 1 mile north of route Rout 4 on highway 41—this is a legal address."

Secondly, the reservations present unique issues. It is not uncommon that individuals on the reservation go off reservation to buy alcohol that they then sell from their homes, often to supplement their income. Identifying these locations presents a safety issue for those doing the inventory. Future surveys of this type will need to address this issue as well.

## **CONCLUSIONS**

---

### **General Summary:**

This project was generated by concerns by members of the Governor's Youth Commission. In the end, it gave involved youth an opportunity to use problem solving skills to better understand a significant public health issue. Through the process youth gained leadership skills and increased their community involvement. And the backdrop for this was youth gaining an increased awareness of the problem and applying their learning to their own personal experiences.

This project served to benefit youth, adult youth professionals, and communities around the state of Arizona. Youth and adult coordinators both reported surprise at the number of alcohol retailers in their communities, as well as their proximity to youth attractions. Some youth also noted the potential dangers associated with this. Additionally, youth gained awareness of the mixed messages they are receiving regarding alcohol consumption. For example, a youth from South Tucson stated: "The community is not setting a good example by telling youth to be alcohol-free and then have so many businesses where alcohol is available to them, such as off-sale sites." While gaining an awareness of the issue, youth utilized problem-solving skills, demonstrated leadership skill, and worked in a team setting. Furthermore, positive extracurricular activities, such as this one, affords youth with developmentally appropriate experiences that promote healthy development (Peck, Roeser, Zarrett, & Eccles, 2008).

Adult coordinators also reported learning more about their communities and about the youth's reality in their community. Thus, through this process adult youth professionals gained a greater understanding of the youth in their community.

Lastly, communities gained from this process knowledge of the problem, as well as youth involvement in their community. Additionally, some of the participating sites have also expressed how this work has served as a catalyst for other youth lead projects.

### **Recommendations:**

#### **For the Agencies:**

##### **Ensure the message continues to gets out to the communities.**

All of the agencies involved have indicated that they had already shared or plan to share the results of the survey with their communities. Many of the youth and adults involved in the project reflected that they were surprised at the number of alcohol retailers found in close proximity to many of the places youth hang out, go to school, play sports, etc. Youth also observed, correctly, that the public would be surprised with these results. Getting the word out is important in that public knowledge is critical to any future plans to address this issue.

**Encourage the communities represented to engage in environmental strategies to counter the impact of alcohol retailers' proximity to youth attractions.**

Environmental strategies are strategies that change the community, not the individual. It is unlikely that communities will be able to quickly reduce the number of alcohol retail outlets. Environmental strategies allow communities to increase awareness of the problem, counter issues of alcohol availability to youth, and address the safety issues associated with the close proximity of alcohol retailers to so many youth attractions.

- For example, creating restrictions on alcohol advertising and promotions. Keg registration/ tagging ordinances, establishment of minimum age for sellers, restrictions on density, location or type of outlets, mandatory server training and licensing, restrictions on sponsorships of youth events are all environmental strategies that can be implemented to support greater safety for youth in the community.

**For the Governor's Office for Children, Youth and Families:**

**Refine the data collection process.**

Although the tool was found to be easy to use, there appeared to be some definitional issues regarding youth attractions. While many of the sites identified as youth attractions were common across the locales, at least one team only defined schools as youth attractions. Another site was the only site to define bus stops as youth attractions. One of the adult coordinators suggested that an additional code be created to account for sites that were both alcohol retailers and youth attractions, such as bowling alleys and convenience stores.

**Examine the use of GPS technology.**

Two of the adult leaders made the comment that not every attraction or business had addresses, either because they were in rural areas or because they were on a reservation. One possible way to address this problem is to invest in increasingly inexpensive GPS technology. Small handheld devices cost less than \$200 and can be used to get the latitude and longitude of sites that can then be used to map them with GPS. Alternatively, there are GPS cards that can be added to laptop computers to further automate the process.

**Help local communities in implementing environmental strategies.**

Environmental strategies are most effective when implemented at the local level. However, the GOCYF could assist local communities by ensuring each community has the tools and capacity needed to do so. This can be by way of grants for implementation, training on environmental strategies, and coordination of effort across interested communities.

## REFERENCES

---

- Alaniz, M. L., Cartmill, R. S., & Parker, R. N. (1998). Immigrants and violence: The importance of neighborhood context. *Hispanic Journal of Behavioral Sciences*, 20, 155-174.
- Arizona Youth Survey: State Report (2006). Conducted by Bach Harrison, L. L. C. Sponsored by: Arizona Criminal Justice Commission. <http://www.azcjc.gov/sac/AYS.asp>
- Gruenewald, P., Freisthler, B., Remer, L., LaScala, E., & Treno, A. (2006). Ecological models of alcohol outlets and violent assaults: Crime potentials and geospatial analysis. *Addiction*, 101, 666-677.
- Peck, S. C., Roeser, R. W., Zarrett, N., & Eccles, J. S. (2008). Exploring the roles of extracurricular activity quantity and quality in the educational resilience of vulnerable adolescents: Variable- and pattern-centered approaches. *Journal of Social Issues*, 64, 135-156.
- Pemberton, M. R., Colliver, J. D., Robbins, T. M., & Gfroerer, J. C. (2008). Underage alcohol use: Findings from the 2002-2006 National Surveys on Drug use and health. Retrieved July 1, 2008 from <http://oas.samhsa.gov/>
- Wagenaar, A., Toomey, T. & Erickson, D. (2005). Preventing youth access to alcohol: Outcomes from a multi-community time-series trial. *Addiction*, 100, 335-345.
- Zaff, J. F., Malanchuk, O., & Eccles, J. S. (2008). Predicting positive citizenship from adolescence to young adulthood: The effects of a civic context. *Applied Developmental Science*, 12, 38-53.

## **Appendix A: GIS Maps**